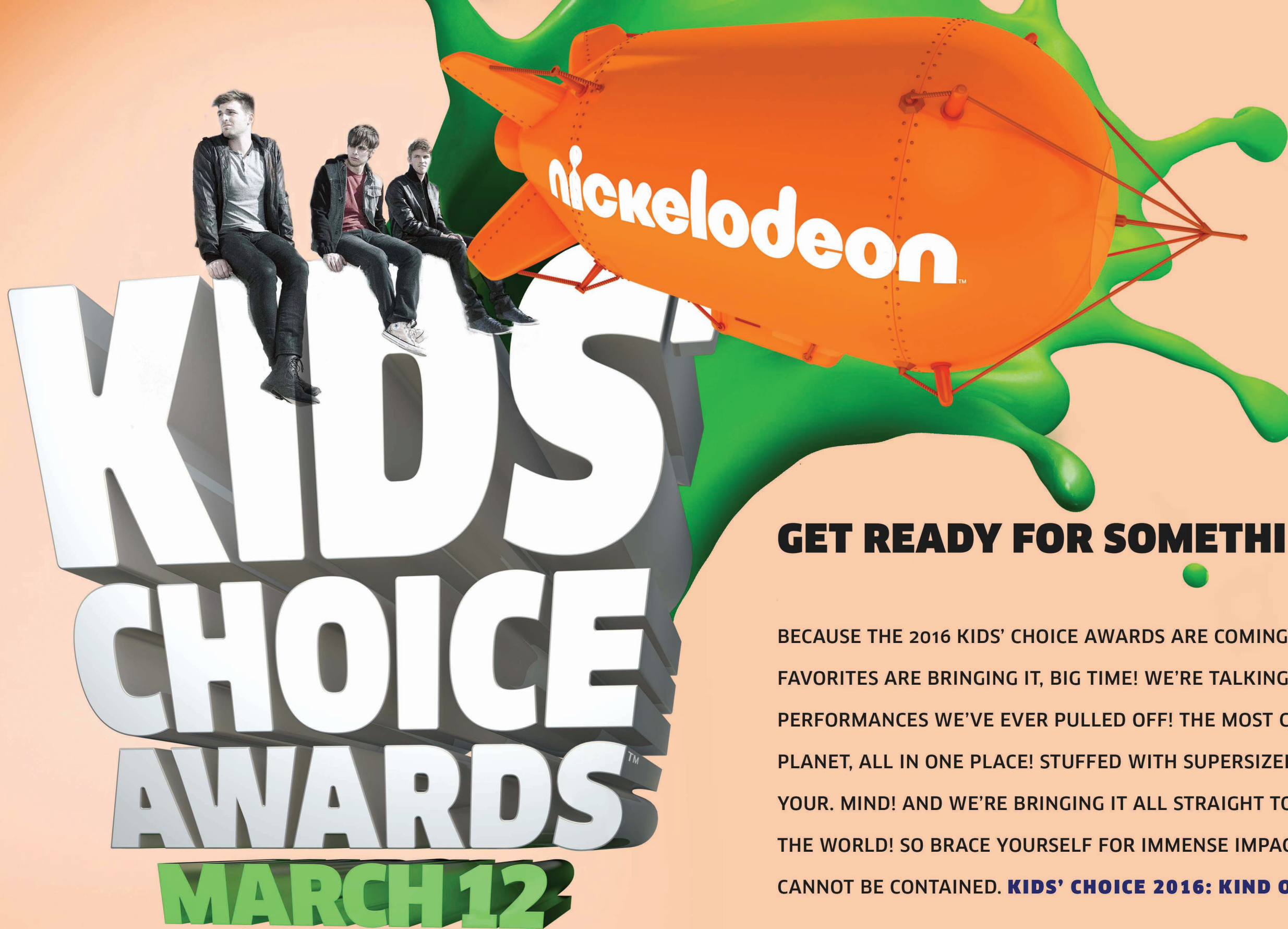




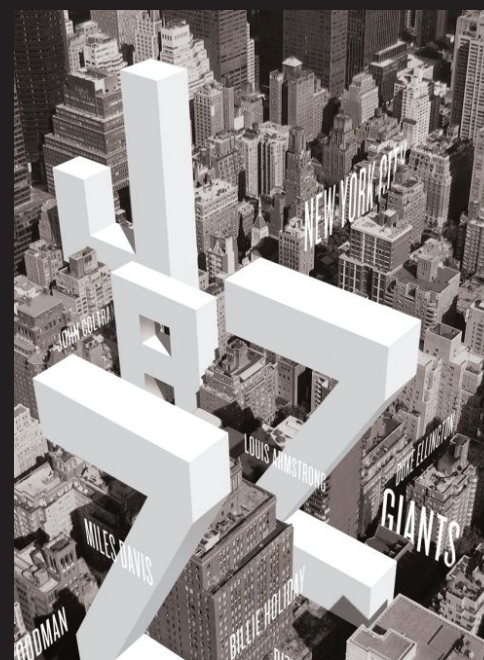
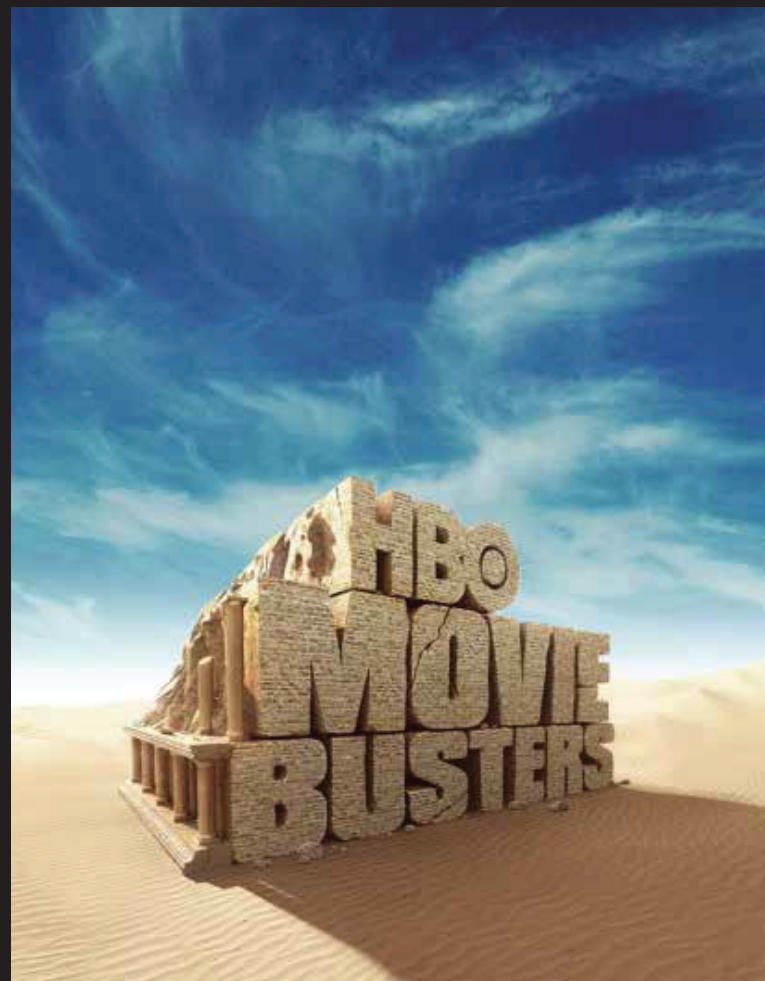
KIDS' CHOICE AWARDS™ 2016

STYLE GUIDE
FOR PRINT USE ONLY



GET READY FOR SOMETHING BIG.

BECAUSE THE 2016 KIDS' CHOICE AWARDS ARE COMING, AND THIS YEAR, YOUR FAVORITES ARE BRINGING IT, BIG TIME! WE'RE TALKING THE MOST MASSIVE MUSICAL PERFORMANCES WE'VE EVER PULLED OFF! THE MOST COLOSSAL CELEBRITIES ON THE PLANET, ALL IN ONE PLACE! STUFFED WITH SUPERSIZED SURPRISES THAT WILL BLOW YOUR MIND! AND WE'RE BRINGING IT ALL STRAIGHT TO YOU: THE BIGGEST FANS IN THE WORLD! SO BRACE YOURSELF FOR IMMENSE IMPACT. BECAUSE THIS MUCH FUN CANNOT BE CONTAINED. **KIDS' CHOICE 2016: KIND OF A BIG DEAL.**





KIDS CHOICE AWARDS 2016

**IT DOESN'T GET
BIGGER THAN THIS.**
LIVE! MARCH 12 | 8PM
HOSTED BY BLAKE SHELTON



KCA





KCA_16_Comp_001_CMYK

Files available on NickCentral.com

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APPEARANCE BY
CHRIS PRATT

SATURDAY
MARCH 12th
8PM

KIDS'
CHOICE
AWARDS
2016



KCA_16_Comp_002_CMYK



KCA_16_Comp_003_CMYK



FAVORITE MOVIE
ZOOLANDER
VOTE ONLINE NICK.COM/KCA

KIDS' CHOICE AWARDS 2016

PERFORMANCE BY
LITTLE MIX

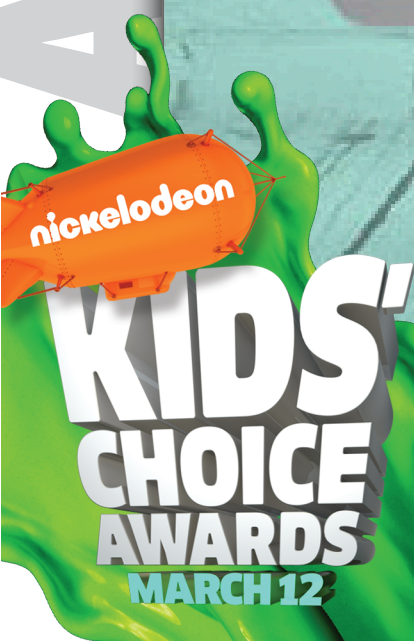
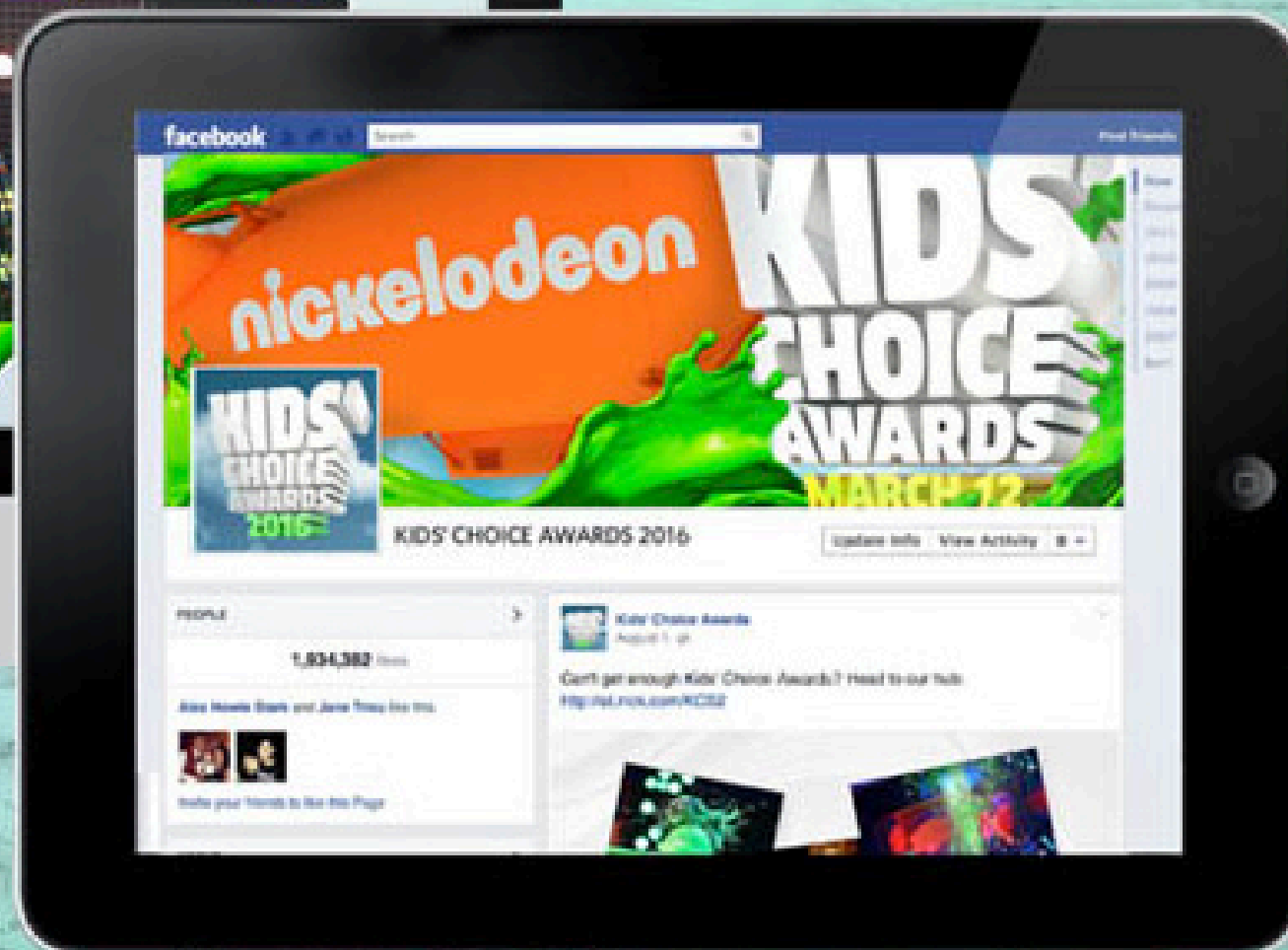
TUNE IN
MARCH 12th
@ 8PM



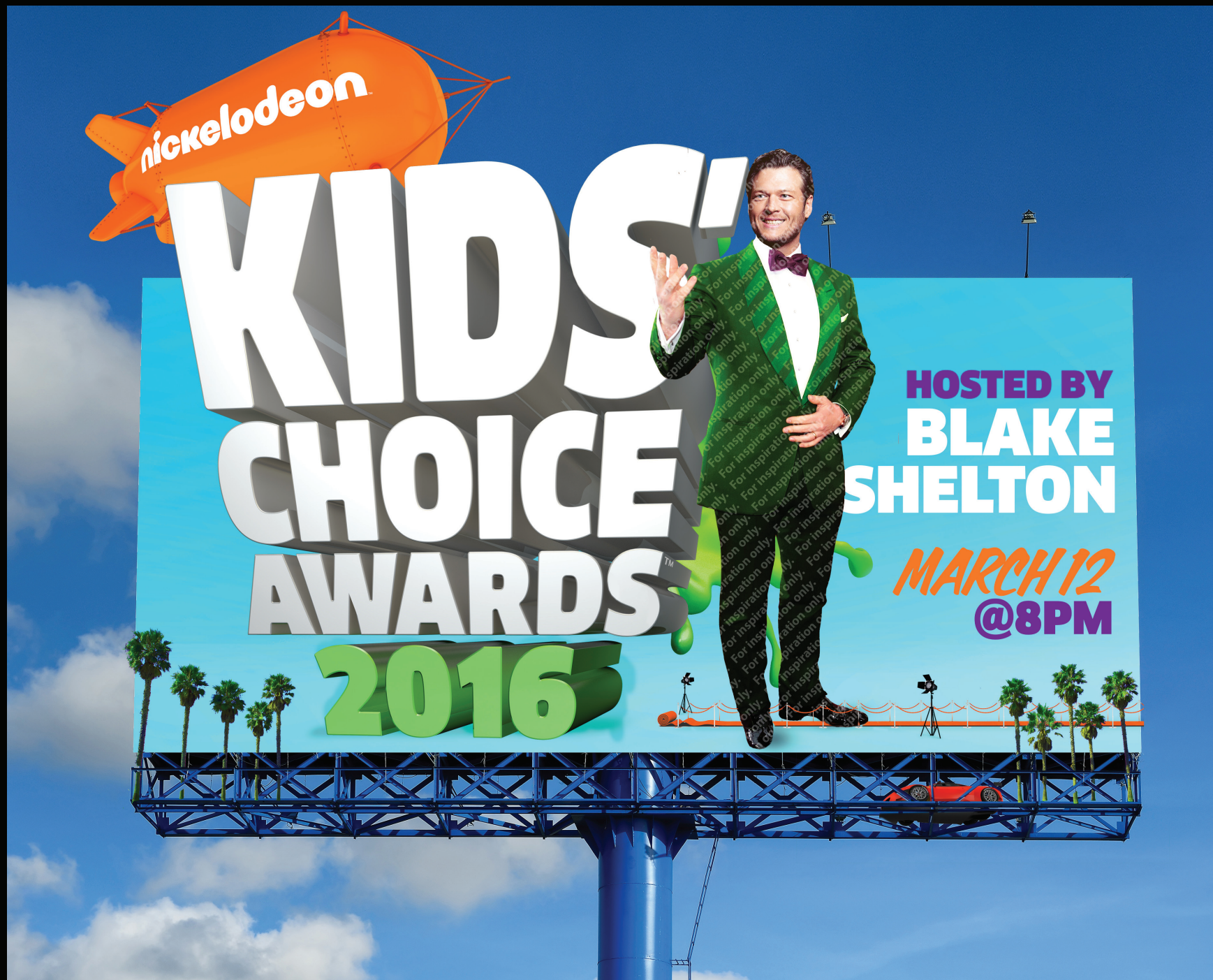
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KCA_16_Comp_006_CMYK













KCA_16_Logo_001_CMYK



KCA_16_Logo_002_CMYK





KCA_16_Logo_003_CMYK



KCA_16_Logo_004_CMYK



KCA_16_Logo_005_CMYK



KCA_16_Logo_006_CMYK



VECTOR LOGO

KCA_16_Logo_007_CMYK



KCA_16_Logo_008_CMYK

LIMITED SPACE LOGO
FOR USAGES SMALLER THAN
2 INCHES TALL





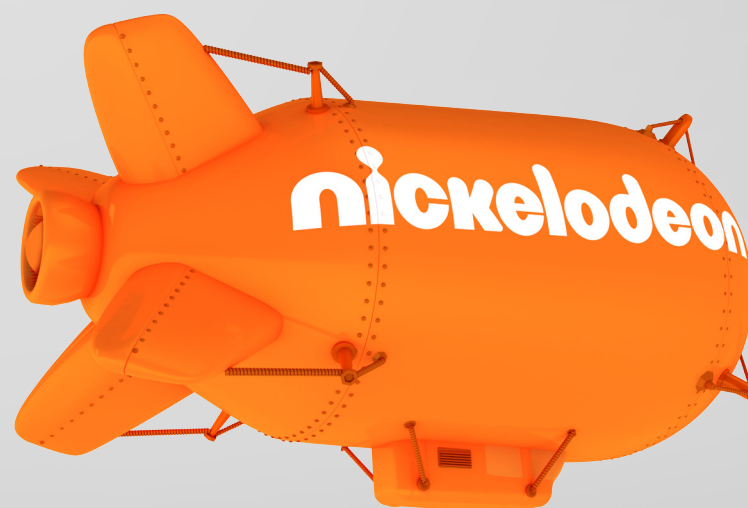
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KCA_16_GE_002_CMYK



KCA_16_GE_003_CMYK



KCA_16_GE_004_CMYK



**CLAN OT
ULTRA**

**CLAN OT
MEDIUM**

*CALGARY
SCRIPT OT**

**A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z**

1 2 3 4 5 6 7 8 9 0

fontshop.com/families/ff-clan

**A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z**

1 2 3 4 5 6 7 8 9 0

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V W X Y Z***

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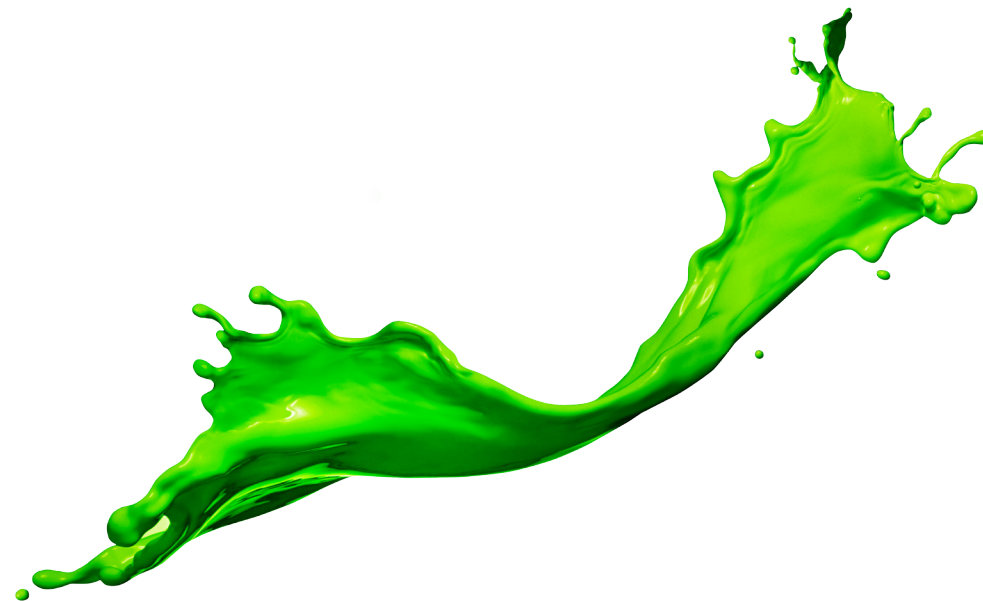
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**USE IN ALL CAPS ONLY*





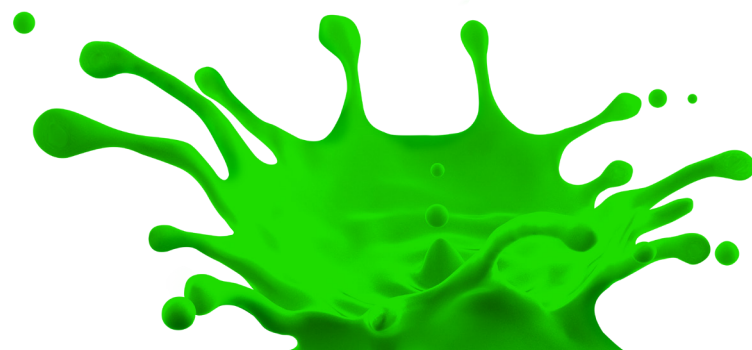
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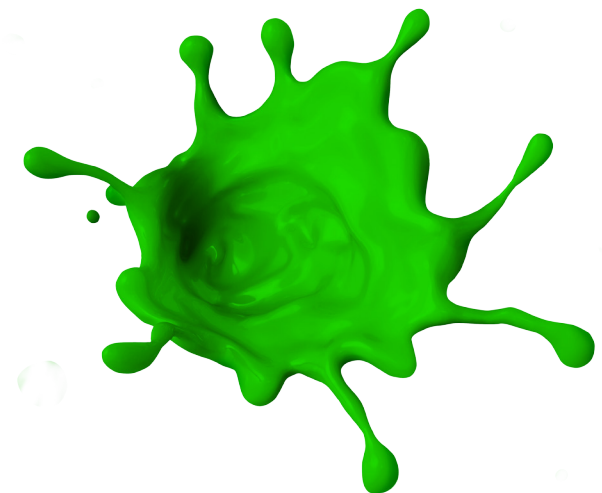
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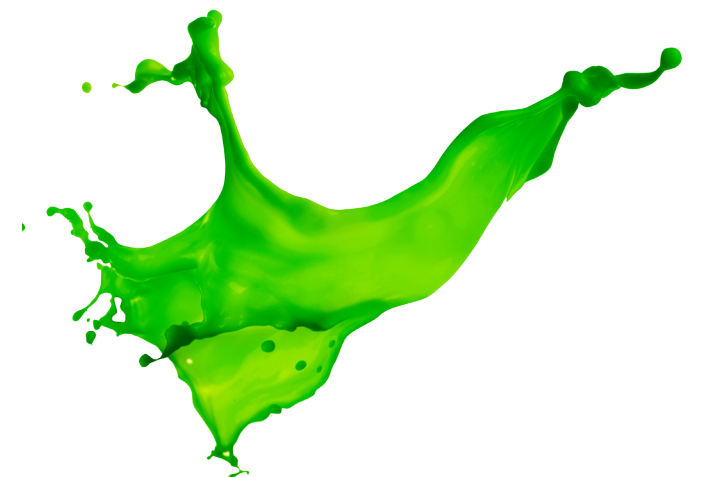
KCA_16_SLIME_003_CMYK



KCA_16_SLIME_004_CMYK



KCA_16_SLIME_005_CMYK



KCA_16_SLIME_006_CMYK



	PMS 021	CMYK // 0,55,100,0 RGB // 255,103,0
	PMS 361C	CMYK // 75,4,100,0 RGB // 33,229,0
	PMS 488	CMYK // 0,45,30,0 RGB // 247,161,154
	PMS 274	CMYK // 100,100,29,20 RGB // 41,38,99
	PMS 630	CMYK // 54,0,26,0 RGB // 110,200,198
	PMS 2583	CMYK // 64,79,0,0 RGB // 116,83,162
	BLACK	CMYK // 0,0,0,100 RGB // 110,200,198

The colors shown on this page and throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc. PANTONE colors, the standards for which are as shown in the current edition of the PANTONE Color Formula Guide.



CAST
YOUR
VOTE

KCA_16_TT_001_CMYK

IT'S GUNNA BE
HUUUUUUUGE

KCA_16_TT_002_CMYK

SEE YOU
THERE
MARCH 12 | 8PM

KCA_16_TT_003_CMYK

MARCH 12 @ 8P
LIVE!

KCA_16_TT_004_CMYK

VOTE NOW
WWW.NICK.COM/KCA2016

KCA_16_TT_005_CMYK

SATURDAY
3/12 @ 8P

KCA_16_TT_006_CMYK



KCA_16_TT_007_CMYK

VOTE FOR
YOUR FAVORITE

KCA_16_TT_008_CMYK

KIND OF A
#BIGDEAL

KCA_16_TT_009_CMYK

MARCH 12 AT 8P

KCA_16_TT_010_CMYK

#KCA2016

KCA_16_TT_011_CMYK

#KIDSCHOICE

KCA_16_TT_012_CMYK

#FAVSONG

KCA_16_TT_013_CMYK



KCA_16_TT_014_CMYK

TUNE IN
SATURDAY 3/12 @ 8P

KCA_16_TT_015_CMYK

3.12.16
GET READY FOR SOMETHING BIG

KCA_16_TT_016_CMYK



KCA_16_TT_017_CMYK

HOSTED BY
BLAKE SHELTON

KCA_16_TT_018_CMYK

VOTE
NOW

KCA_16_TT_019_CMYK

TIME FOR
SLIME!

KCA_16_TT_020_CMYK

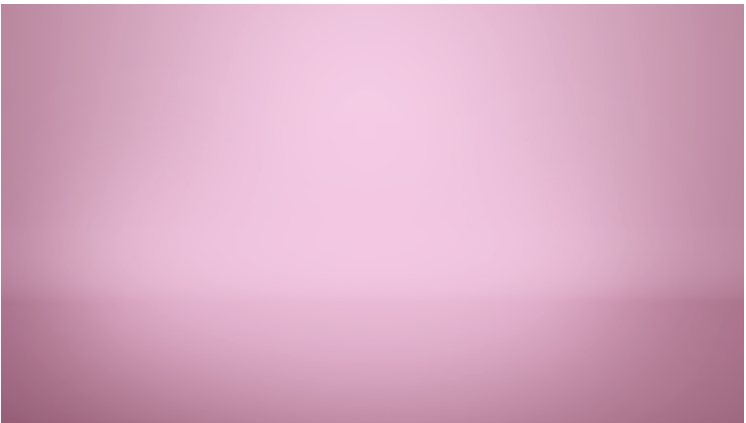




KCA_16_BG_001_CMYK



KCA_16_BG_002_CMYK



KCA_16_BG_003_CMYK



KCA_16_BG_004_CMYK



KCA_16_BG_005_CMYK



KCA_16_BG_006_CMYK



KCA_16_BG_007_CMYK



KCA_16_BG_008_CMYK



KCA_16_BG_009_CMYK



HEY! WE HAVE SOME RULES ABOUT THESE...

THIS YEAR, WE'RE ALL ABOUT BEING BIGGER THAN LIFE. WHEN USING THESE MINIATURES IN YOUR COMPS, KEEP IN MIND THAT THEY SHOULD ALWAYS BE SCALED PROPORTIONALLY IN RELATION TO ONE ANOTHER. FOR EXAMPLE, A COW SHOULD NOT BE LARGER THAN A HOUSE! THESE MINIATURES SHOULD BE USED AS SUPPORTING DESIGN ELEMENTS ONLY AND SHOULD NEVER EXCEED THE SIZE OF THE LOGO OR MAIN SHOW TALENT IN A COMPOSITION.



KCA_16_ICON_001_CMYK



KCA_16_ICON_002_CMYK



KCA_16_ICON_003_CMYK



KCA_16_ICON_004_CMYK



KCA_16_ICON_005_CMYK



KCA_16_ICON_006_CMYK



KCA_16_ICON_007_CMYK



KCA_16_ICON_008_CMYK



KCA_16_ICON_009_CMYK



KCA_16_ICON_010_CMYK



KCA_16_ICON_011_CMYK



KCA_16_ICON_012_CMYK



KCA_16_ICON_013_CMYK



KCA_16_ICON_014_CMYK



KCA_16_ICON_015_CMYK



KCA_16_ICON_016_CMYK



KCA_16_ICON_017_CMYK



KCA_16_ICON_018_CMYK



KCA_16_ICON_019_CMYK



KCA_16_ICON_020_CMYK



KCA_16_ICON_021_CMYK



KCA_16_ICON_022_CMYK



KCA_16_ICON_023_CMYK



KCA_16_ICON_024_CMYK



KCA_16_ICON_025_CMYK



KCA_16_ICON_026_CMYK



KCA_16_ICON_027_CMYK



KCA_16_ICON_028_CMYK



KCA_16_ICON_029_CMYK



A FEW TIPS ON HOW TO MAKE A BIG STATEMENT.

TALENT/LOGO COMPOSITIONS

TYPOGRAPHY SHOULD BE KEPT CLEAN AND SIMPLE SO IT DOESN'T COMPETE WITH THE LOGO OR MAIN IMAGES.

THE 2016 KIDS' CHOICE AWARD IS ALL ABOUT HAVING A MASSIVE PRESENCE. MAKING THE LOGO AND THE BLIMP THE LARGEST DESIGN ELEMENTS ON THE PAGE CREATES A SPACE WHERE KIDS' CHOICE DOMINATES EVERYTHING ELSE!



THE MINIATURES ARE USED AS DESIGN ELEMENTS HERE ARE PROPORTIONAL TO THE POOL AND BEACH BALL.

THE SHOW TALENT IN EACH COMPOSITION SHOULD BE ENLARGED TO AN EXAGGERATED SCALE. LOOK HOW GIANT HE IS COMPARED TO THOSE TEENY TINY CHAIRS!

AS ALWAYS, SLIME IS STILL AN INTEGRAL PART OF THE KIDS' CHOICE AWARDS. FOR THIS YEARS LOOK, FIND WAYS THAT IT CAN BE USED IN SURPRISING AND IRREVERANT WAYS.

TYPE BASED COMPOSITIONS

TYPOGRAPHY IS USED AS THE MAIN IMAGERY FOR THIS COMPOSITION. FONTS FROM THE GUIDE CAN BE MADE INTO GIANT 3-D FORMS TO CREATE AN EXAGGERATED STATEMENT.

SHOW TALENT IS USED IN A SMALLER SCALE TO ENHANCE THE LARGE TYPE.



MINIATURES ARE USED TO SHOW THE DRAMATIC SCALE SHIFT. THESE MINIATURES SHOULD REMAIN IN REALISTIC PROPORTIONS TO EACHOTHER.

SECONDARY INFORMATION SHOULD BE SIMPLE USING FONTS FROM THE GUIDE.

THANK
YOU

*nickelodeon*TM